Biz-Quiz User Manual

Table of Contents

About Biz-Quiz:

Biz-Quiz is a software solution to the problem of customer feedback and lead generation. Biz-Quiz works by helping you create an informing, engaging quiz that you can give to prospects or leads. This quiz can be used to expose your prospect's pain and subconsciously push them closer to working with you. As an added bonus, Biz-Quiz can automatically capture the name and e-mail address of those who take it and adds this information to an autoresponder you can use to keep in contact.

Getting Started:

To get started with Biz-Quiz you will have to install it on your server. Once installed you can create as many quizzes as you want, on the same domain. (eg, if your site is at www.something.com, all the quizzes will be at www.something.com/biz_quiz. If you wish to create quizzes on a different domain, you will have to install Biz-Quiz again and configure it for that domain.

Once Biz-Quiz is installed, the next step is to develop your quiz. Biz-Quiz allows you to develop questions with up to 8 multiple choice answers, giving your user a total score based on their answers to the questions. (The first answer you input is worth 1 point, the second 2 points, etc). Thus, if your quiz has 10 questions and each question has 4 multiple choice answers, scores will range from 10 to 40.

As you develop your quiz you will be asked for a variety of information about the quiz pages. Each quiz has three pages.

● An initial "quiz" page where your user takes the quiz.

● An "autoresponder" page where their name and e-mail is captured and optionally added to your autoresponder list.

● A "sent" page where you can inform them that their quiz has been completed and the results e-mailed to them, and then forward them on to another of your pages.

Installation Instructions:

Installing Biz-Quiz is not difficult, but requires some basic work in your web host's c-panel. If you do not feel comfortable working with your websites controls, simply forward Biz-Quiz and this manual on to your Webmaster, and they will be able set the program up for you.

1. The first step to installing Biz Quiz is to download it to your hard drive. It is a good idea to save it to your desktop for now, where it will be easy to find.

2. Next, upload it to your server. If you are familiar with FTP, you can use this to upload the biz_quiz folder to your website directory on your server. This folder is usually called

public_html, or *www.* If you have folders called both *public_html* and *www,* use **public_html.** If you are not familiar with FTP, please send the zipped copy of Biz Quiz, as well as this manual, to your web master. They will be able to install it for you.

Note: Once you've uploaded the files with FTP, make sure that the file setup.php in the biz_quiz folder has Read / Write (666) permissions, and that the biz_quiz/admin/images folder has Read/Write/Execute (777) permissions.

3. Log in to the c-panel of your web host and find the "MySQL Databases" link. Click on this link.

4. You will need to create a database for Biz-Quiz to work from. To create this database, enter a name in the "New Database" box. "quiz" (without quotes) is a good idea for a database name. Once you have entered the name, click the "Create Database" button.

5. C-Panel will create your database and inform you that it has done so. If you click "Go Back" you will return to the MySQL Databases screen and see your database under "current databases", likely prepended by your c-panel login name. Write this database name down exactly as it appears (including any prepended login name).

6. Scroll down to the "Current Users" section and create a username and password that will be used to enter your database. Click "Create User", and then "Go Back" when c-Panel informs you that the username has been created

7. Again, your username will appear under "Current Users", prepended by your login name. Write it down *as it appears*, with the password you created.

8. Scroll down to the "Add Users To Your Database", and select your new "User" and "Database". Ensure privileges are set to "All" and click "Add user to database".

9. Now, navigate with your browser to http://www.yourdomain.com/biz_quiz/install (where yourdomain.com is your domain name).

10. The install script will run and ask you for some information about your business, as well as the database information you created in steps 3-8. If you get an error, use the "Previous" button to ensure everything was input correctly. If your error says "setup file not writeable" you will need to use your FTP program or file manager to change it's permissions. (see note on step 2).

11. Once the program has been installed successfully, navigate to www.yourdomain.com/biz_quiz/admin to access the Admin area and begin creating your quiz.You will need to use the username and password you put into the install program.

12. Create your quiz!

Upgrade Instructions:

Upgrading Biz Quiz is even easier than installing it, though it will require some familiarity with FTP. If you're not comfortable accessing your website using FTP, please forward the software and this manual to your web master, and they can update the software for you.

1. The first step to upgrading Biz Quiz is to download it to your hard drive. It is a good idea to save it to your desktop for now, where it will be easy to find.

2. **NOTE! DO NOT upload the setup.php file in the biz_quiz folder! Before you upload the folder, delete the setup.php file from your unzipped biz_quiz folder!**

3. Next, upload the biz_quiz folder to your server. If you are familiar with FTP, you can use this to upload the biz_quiz folder to the same directory as your original Biz Quiz install. If you are not familiar with FTP, please send the zipped copy of Biz Quiz, as well as this manual, to your web master. They will be able to install it for you.

   Note: Once you've uploaded the files with FTP, ensure that the biz_quiz/admin/images folder still has Read/Write/Execute (777) permissions and the setup.php file still has Read / Write (666) permissions.

4. Now, navigate with your browser to http://www.yourdomain.com/biz_quiz/install (where yourdomain.com is your domain name).

5. When the install script opens, choose the "Upgrade" option and then follow the instructions. The install script will pull up your business and database information, and you can make any corrections if necessary. **You should also be sure to enter your e-mail address in the e-mail address the field. This is a new option and so will be empty!** When you get to the end of the install script, the script will save your changes and update the database, and then you are ready to use your updated copy of Biz Quiz.

6. Once the program has been upgraded successfully, navigate to www.yourdomain.com/biz_quiz/admin to access the Admin area and begin creating your quiz. Unless you changed them during the update, you can use your old username and password to log in.

Creating Your First Quiz:

When you first log in to Biz-Quiz you will be greeted by a very simple screen and a menu. Since creating a new quiz and editing a quiz are very similar, we will cover creating a new quiz in detail, and then explain differences to keep in mind while editing a quiz.

So, let's make a quiz!

The Quiz Page:

1. Log in to the admin area of biz-quiz, which you can do by going to www.yoursite.com/biz_quiz/admin and entering the username and your password.

2. Next, click the "New Quiz" link. This will bring up the quiz information form. This is where you can customize the quiz as a whole, and edit settings for the first page of the quiz.

3. Fill out a quiz name, and optionally description fields. These are for your reference only and will not show on the actual quiz, though the "Quiz Name" will display in the title bar of the quiz taker's web browser.

4. The next 3 fields allow you to upload graphics to be used in your quiz. You can upload a header graphic, a footer graphic, and a background graphic. It is highly recommended that you upload at least a header for your quiz.

5. The "Quiz Page Title" is the header of the page with the quiz on it. This should state the purpose of your quiz and encourage users to take your quiz.

6. The "Quiz Page Welcome" box allows you to write a short welcome that will appear above the quiz. This is where you can explain how the quiz works and further encourage your users to take your quiz.

   *NOTE: If you know it, you may use simple HTML codes to style your page and quiz content. See Appendix A for allowed HTML codes.

5. The "Quiz Page Footer" box is similar to the welcome box: it allows you to write a footer that will be displayed below your quiz.

6. After you've filled out these fields for your quiz, you can click on the "Create Quiz" button to create your quiz. You will be brought to the second page of the process, where you can input the questions for your quiz.

The Questions Page.

1. The questions page is where you set up the questions that will make up your quiz, and where you can edit the responses that will be sent to everyone who takes the quiz. The questions page is divided into two sections. The top section contains a listing of the questions currently in the quiz along with buttons allowing you to re-order them, edit them, or delete them. The bottom section of the page allows you to edit or add questions, answers, and responses to your quiz. (Answers are what the user can select to answer your question, responses are messages you can send to the quiz taker depending on which answer they selected.)

2. When you first make a new quiz it has no questions, so let's write one. Write the question in the question text box. This is the question that people taking the quiz will see.

3. Next, enter two or more answers in the "Answer Choice" boxes. If you need more multiple choice answers than is given, click "Add Another Answer" to get more boxes. (NOTE: the program scores quizzes based on which answer is selected. Answers must be entered from least important or desirable to most important or desirable. This way choices of more desirable answers produce higher scores).

4. Below your answers you have the option of entering specific responses that match each answer. These responses will only be presented to your quiz taker if they selected the corresponding answer when taking the quiz.

5. Finally, there is a question explanation box at the bottom of the page. This is where you can define a standard response that will be shown no matter which answer the user chose.

6. When you are done writing your first question, you have two options. Click "Save and Add Another Question" to add more questions to your quiz, or "Save Changes and Finish" to get your quiz's URL.

7. To add more questions, just click "Save Changes and Add Another Question" and follow steps 2-6 above. Once you have a few questions in your quiz, you can use the top portion of the questions screen to edit, delete, or re-arrange them.

8. When you are satisfied with the questions you have entered, click the "Save Changes and Finish" button to set up your Auto Responder page.

The AutoResponder Page:

1. The first box, "AutoResponder Page Headline" is where you can customize the headline on the page where the quiz taker's name and e-mail is collected. This should be personalized to inform them that to receive their results they must enter a name and valid e-mail address.

2. "Autoresponder Page Message" is where you can write a short message encouraging your users to get their results by filling out their name and e-mail.

3. "Autoresponder page closing" allows you to write a farewell or thanks message on the autoresponder page. This will appear below the sign up box.

4. The next step is to indicate whether you want to collect phone numbers on this page. By default the form only asks for names and e-mail addresses, but by checking this box you can also request a phone number.

5. Next, you have 3 options about which autoresponder service you wish to use. You can use Aweber, 1AutomationWiz (also 1ShoppingCart), or none at all. If you choose 1AutomationWiz or Aweber you will need to get some information from the autoresponder service so that Biz Quiz can send them the names and e-mail addresses of those who take your quiz.

6. Visit Appendix B for details of how to find the correct information for your autoresponder service.

7. Click the "Save and Continue" button to save your changes and move on.

The Report Page:

1. The first box on the Report Page is "Email Sent Page Headline" is the header for the last page of the quiz. This page informs the quiz taker that their information has been accepted and their quiz results have been mailed out.

2. The "Redirect Page" field allows you to put a destination URL. Quiz takers will be taken to that URL after they finish taking the quiz. If you leave this field blank then the program will use your site's homepage instead.

3. The "Report eMail Subject" field allows you to set the subject line of the e-mail sent out with the quiz's results to everyone who takes your quiz.

4. The "Report Introduction" field allows you to write a short introduction that will be sent before the quiz results to everybody who takes your quiz, regardless of their score.

5. The next two fields offer you options of what you would like the software to automatically include in the report.

6. The last field, "Send Reports To e-Mail Address" allows you to input an e-mail address to send a copy of all the quiz results to. Use this to send yourself a copy of every quiz that is taken through the system or to forward them to your sales team. You can also use the "Add Another Report e-Mail" button to add up to 5 e-mail fields here.

7. Click the "Save and Continue" button to save your changes and move on.

The Report Results Page:

1. This page allows you to write one or more closing messages for your quiz. For each message you write, you can also include minimum and maximum total scores that this message applies to. This way you can display different closing messages depending on how well your quiz taker scored on your quiz. If you leave the minimum and maximum fields blank that message will apply no matter what the taker's score.

2. You can also use the "Add" and "Remove" buttons to add extra message fields.

The Tracking Page:

1. This page is for advanced users and allows you to include a tracking code on one or more of your quiz pages. You can cut and paste javascript or HTML code from your tracking software into the relevant box and it will be added to your quiz pages.

The URL Page

1. The final step in developing your quiz is the URL page. This page will present you with a URL and two snippets of HTML code.

2. The URL points directly to your quiz and can be used in e-mails or other promotional effort.

3. The HTML Link builder allows you to input a link title and it will generate the HTML code to create a link using that title for you. It will also display an example of what the generated link would look like.

4. The second HTML snippet can be used by your webmaster to embed the quiz page within your own web page.

Congratulations! You've created your first quiz!

You can follow these same steps to create a new quiz, or use the "Edit Quiz" option on the quizzes menu to edit one. Editing a quiz follows the same steps, though you must first choose which of your quizzes you wish to edit. Once a selection is made you will be able to edit the quiz information, questions, and then get the HTML codes for that quiz, just like you were making a new quiz.

Deleting A Quiz:

If you wish to delete a quiz simply click the "Delete Quiz" link on the left menu of the Biz-Quiz admin area. You will be presented with a page allowing you to choose which quiz to delete and then asked to confirm that you do indeed wish to delete this quiz. Please note that if you delete a quiz the link previously pointing to it will now display a "quiz could not be found" page.

Duplicating A Quiz:

Sometimes you may wish to create a copy of a quiz that already exists, without having to re-enter all the questions and answers. In this case you can use the "Duplicate A Quiz" menu option. This option will copy the selected quiz exactly, and name it "oldquizname (copy)". You can then give your copied quiz a new title and edit it like normal.

Quiz Statistics and Data:

The "Quiz Data and Stats" page currently displays two graphs. The first displays the number of times the selected quiz has been taken during the current month (by day), and the second displays the average quiz scores for the current month (also by day). The Biz-Quiz reporting system will be substantially upgraded in a future release.

Appendix A:

As was mentioned in the "Creating your first Quiz" section, the Biz-Quiz program accepts some HTML codes in it's input, allowing you to style your questions and answers. The following is a list of accepted HTML codes and what they do. Please note that any HTML codes you enter that are not listed here will not be saved, for security reasons.

 This tag, commonly known as a link tag, allows you to write links into your questions or answers. Simply put the full url (including http://) between the quotes, and the text you wish to make a link between the two tags to create a link. For example:

    This is the link text that links to linkhere.com

  tags make the text between the two tags bold. Remember to use the ending tag where you want the bold effect to stop.

<center> </center>. The <center> tags will cause any text between them to be displayed center justified.

<div> </div>. Div tags can be used by advanced HTML coders to apply custom styles and colors to the text contained between the tags.

<h1></h1> H1 tags, or heading tags denote a headline and will cause the text inside of them to display in a larger font and bolded. By changing the number (between 1 and 4) progressively smaller and noticeable headlines are created. Be sure to use the </h1> tag where you want the headline to end, and to use the same number as you started with.

    Examples:

<h1>A Very Large Headline</h1>

<h2>A smaller headline</h2>

<h3>A still smaller headline</h3>

<h4>A yet smaller headline</h4>

 and <ol> tags. The <ul> and <ol> tags stand for <unordered list> and <ordered list> respectively.

    These tags can be used with the <li> tags (see below) to create bulleted (unordered) or numbered (ordered) lists. Simply place them around a group of <li> tagged lines to produce a list.

 and tags. tags, or list tags, denote a bullet point in a list. They should be used inside <ul> or <ol> tags to produce a bulleted or numbered list.

<p> tags are paragraph tags and should be placed around each paragraph of content. This will ensure that the paragraphs are spaced evenly which will make your quiz results easier to read, especially if they are long.

Appendix B:

Connecting Biz Quiz to an Aweber List:

If you want to connect Biz Quiz to an Aweber autoresponder list, follow the instructions below to get the information you will need to input on the Biz Quiz autoresponder page.

1. Log in to your Aweber account, and select the list you want your Biz Quiz leads to be added to.
2. Click on the "List Settings" menu, and then the "Web Form" sub menu.
3. Click the "Create Web Form" button to create a new form.
4. In the "Form Name" box, put "Biz Quiz, and hit the "Next" button.
5. Click the "Save" button.
6. You should now be back to the main web-forms screen. Click the "Get HTML" link for your newly created form.
7. A box will pop up with two boxes of HTML code in it, look at the second box, for the following values you will need:

   <input type="hidden" name="meta_web_form_id" value="**1234567890**">

(put the number in bold in the "Aweber Form ID box". Use the one from your form, this is just an example)

and this:

   <input type="hidden" name="unit" value="**list-name**">

(put the information you see where the "list-name" is above in the "Aweber List Title" box in Biz-Quiz.)

That's it! Now your quiz will work with your Aweber list!

Connecting Biz Quiz to a 1AutomationWiz.com:

If you want to connect Biz Quiz to a 1AutomationWiz autoresponder list, follow the instructions below to get the information you will need to input on the Biz Quiz autoresponder page.

1. Log in to your 1AutomationWiz account, and click on the "Email and Marketing" menu, then "Custom Forms", "Create Form".

2. On the Create Form page, make sure "Form HTML Only" is selected in the "General Design Options" section, then click the "Next Step" button.

3. In the "Subscribe to Autoresponder" box, select the autoresponder you want people who take your quiz to be subscribed to.

4. Click "Create Form"

5. A page will open with a large box of HTML code on it. In that box, look for a line that looks like this:

   <input name="merchantid" type="hidden" id="merchantid" value="**12345**">

6. Put the value inside the quotes (bold in this example, yours will be different), into the "Merchant ID" box on the Biz Quiz Autoresponder page.

7. Now, look for a line that looks like this:

   <input name="defaultar" type="hidden" id="defaultar" value="**345435**">

8. Put the value (bold in this example, yours will be different) into the Default Autoresponder ID box.

9. Save your changes in the Biz Quiz software.

That's it! Now your quiz will work with your 1AutomationWiz list!